

**Elmwood Murdock Merchants Association**  
**Meeting Minutes – July 15, 2019**  
**Elmwood Community Center**

**Attendees:** Kris Shrader, Becky Smart, Kurk Shrader, Mark Buell, Sondra Buell, Bill Connour, Andy Clements, Bj Burrows, Bonnie Brewer, Owen Kunz, Lyn Belitz, Jennifer Serkiz, and Julie Anderson.

**Meeting Called to Order:** 7:00 pm

**Minutes Reviewed:**

Andy motioned and Becky seconded to approve June 17, 2019 minutes. All: Yes Minutes approved by all.

**Correspondence:** None

**Treasurer's Report:**

**Financial Report:**

Presented and reviewed.

**Membership Report:**

Andy received two sponsorship renewals and one membership renewal. There are four outstanding.

**Committee Reports:**

**Business Recognition:** Little Knights Academy Child Care - Damicka Stephens will be joining EMMA and will work with Kurk on an open house.

**Economic Development:** One application for the grant was received from the Bess Streeter Aldrich Foundation. The propose project is Writing Camps and Traveling Trunks. Since there is only on application Bill motioned to award it to the Bess Streeter Aldrich Foundation. Becky seconded the motion. All approved.

**Good Neighbor:** Five Good Neighbors were nominated. Jennifer Brettmann, Brenda Brill, Chris Cramer, Hank Vice, and Kelli Brewer. All rode on the float provided by the Elmwood C Store except Kelli Brewer who was out of town. All were very happy to receive the recognition.

**Unfinished Business:**

- Updating the Barn Quilt Brochure - The new brochures were scheduled to be delivered this week.
- EMMA Golf Tournament: Grandpa's Woods can cater the main part of the meal and EMMA will supply chips, cookies, and cutlery. Becky will email all EMMA members to let them know they can sponsor a hole. It is a great advertising opportunity. They could put up a sign or have someone standing there to greet golfers and pass out advertising goodies.
- 4th of July Update: Mary McHugh returned the \$200 donation due to the fact that they were not able to provide an activity at the event. Andy gave her a \$50 donation towards decorations. He gave John Stroy \$100 towards fireworks and \$50 to the 4-H club for supplying the petting zoo.

- Cass County Fair: The new banner was presented. Set up for the CCF will be Tuesday, 08/06/2019. 7:00 pm. Members can put flyers/cards/advertising info in the booth. If they cannot make it to the set up event they can drop off their items at Bits and Pieces. Space is limited in the fair booth. The location for the booth may be different. Tear down will be 08/10/2019 between 8:30 pm - 9:00 pm.
- Newsletter Ad Placement: Discussion about whether to allow non members to advertise in the newsletters even at an increased rate. Most other similar organizations do not allow this. EMMA did allow it in the last newsletter. Becky motioned to remove the option for non members to advertise in the newsletter. Bj seconded. All approved.

**New Business/Programs:**

- Holiday Extravaganza: We should start thinking of a theme, grand marshals, etc.
- EMMA 2020 - Becky will not be returning as Co Chairman. Bj will not be returning as Vice Chairman. There is a need for recruitment of additional members to become active in EMMA. EMMA needs to improve interactions with the Main Street project, the Village Board, and work on economic development.
- Southeast Community College, Lyn Belitz - SCC has added 6 new learning centers in the region. They have a new logo and have changed to semesters rather than quarters. They joined EMMA and look forward to bringing learning opportunities to the area.

**Comments:**

None.

Next EMMA meeting will be at the Elmwood Community Center, Monday, August 19th, 2019, 7:00 pm.

Meeting adjourned at 8:35 pm.